

Lingnan University Business Case Competition (LUBCC) 2024

Hosted by the Faculty of Business

Co-organised by Dept. of Marketing and International Business and Taught Postgraduate Programmes Office

Rules and regulations of the Competition

Why this Competition?

Form a team joining this competition, you can earn valuable experience by networking with remarkable employers and winning prize money.

It is an excellent opportunity for you to strengthen your analytical skills and communication by forming a team to solve a real business case. You may also have an opportunity to meet and interact with corporate partners in the Award Ceremony.

Register your team by 5pm, 5 February 2024 (Monday).

Rules for Participants and Team formation

1. All participants must be full-time sub-degree, undergraduate, research and taught post-graduate students at Lingnan University in 2023-24 academic year.
2. The competition includes two divisions:
 - a. Undergraduate and Sub-degree students
 - b. Research and Taught Post-graduate students
3. Each team must consist of FOUR students. One of the team members will be the team captain who is responsible for registering the team and communicating with the organizer. Any team with less than four members at the time of registration, the registration will not be accepted.
4. The members of each team must be from the students in the same division and can be from different majors or programmes **in the same division**.
5. During the competition, teams or team members must use Lingnan email account for any communication with the organizer, including but not limited to registration, and enquiry.
6. Team captain must register the information of all team members (including their full name, student ID, studying programme and Lingnan email address). Each team can only submit one registration form.
7. The registration form and the competition rules and regulations can be downloaded at : <https://www.ln.edu.hk/mkt/LUBCC.php>
8. Team captain must send the registration form to LUBCC2024@Ln.edu.hk **by 5pm, 5 February 2024 (Monday)**. Late registration is not accepted.
9. Each student can only register in one team. Any student who registers more than one team will be disqualified from registration. The concerned teams must find the replacement within one week after the registration deadline. Otherwise, the registration will be forfeited.
10. At least one member of each team must attend the briefing session on 22 January 2024 (Monday).
11. Teams or team members who fail to comply with the competition rules will be disqualified.
12. After completion of registration, the team captains will be added to a course at Moodle. The materials and announcement of the competition will be uploaded at Moodle.
13. After the confirmation of registration, if one member is sick or other force majeure reason being unable to participate, the team can seek approval from the organizer to continue as a team of three. However, any team with less than three members has to forfeit.

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Your presentation file should consist of no more than 10 slides (excluding cover and thank you pages). **Your presentation should** last no longer than 10 minutes.

Format and Rules of Presentation

1. Each team is randomly given a real-life case study in which an organization has a specific problem. The team must analyse the situation and prepare a PowerPoint presentation and a 30-seconds promotion video in English.
2. Each team will be notified the assigned case via email on or before 20 February 2024.
3. In the presentation, the recommendation is to help one organization to solve the business problem and provide ethical recommendations.
4. The PowerPoint presentation file should consist of no more than 10 slides (excluding the cover and thank you pages).
5. The promotion video should be in MP4 format and cannot exceed 30 seconds. All team members must appear in the video. The video must be original and the team cannot use any clippings from other sources.
6. The PowerPoint presentation file, including the download link of the promotion video, is submitted on or before 5pm, 21 March 2024 (Thursday) via Moodle.
7. Panel Judge will review all submission and decide five shortlisted teams in each division.
8. The shortlisted teams will receive notification by email on or before 5 April 2024 (Friday).
9. The shortlisted teams will present their PowerPoint presentation and promotion video in English at the date of Award Presentation Ceremony on 13 April 2024 (Saturday) in person. The venue and details will be announced in due course.
10. The presentation must not be longer than 10 minutes. The organizer will ensure smooth run of the presentation. However, the organizer reserves the rights to change date and/time of presentation for any reasons (including technical, weather or other issues).
11. The PowerPoint slides submitted will be used in the presentation. No additional or modified slides will be allowed after submission.
12. All teams must use the template slide provided by the organizer as the first slide of the PowerPoint submission.
13. All members of shortlisted teams must present at the date of Award Presentation Ceremony on 13 April 2024 (Saturday). Otherwise, they are ineligible for any prize or certificate of participation.
14. The 5 minutes Q&A session from the judges will be held after each presentation.

Other rules

1. Teams or team members who fail to comply with this rule and regulation will be disqualified.
2. If disputes arise, the decision of the organizer shall be final.
3. The organizer owns the copyrights of all PowerPoint presentation and videos submitted by the participating teams and all event recordings, if any, in the competition.

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4. The organizer reserves the rights to change the time of the event in the competition.
5. If the participants have any question or enquiry of the rules and regulations, they should consult the organizer immediately.

Prizes

1. The Champion, The 1st Runner up, The 2nd Runner up and the Merit Awards in each division
2. The Best Presenter Award in each division

| | Prizes |
|---------------------------|------------|
| Champion | \$5000 x 2 |
| 1 st Runner up | \$3000 x 2 |
| 2 nd Runner up | \$2000 x 2 |
| Best Presenter | \$2000 x 2 |
| Merit Award x 2 | \$1000 x 2 |

3. The Most Popular Video Award with Prize \$2000

Key Dates (Tentative)

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|------------------------------|--|
| 22 Jan 2024 (Mon) | Briefing Session (Start at 5:30pm in SEK205) |
| 5 Feb 2024 (Mon) | Registration |
| 26 & 28 Feb 2024 (Mon & Wed) | Training and Networking |
| 21 Mar 2024 (Thu) | PowerPoint presentation & video link submission |
| 13 April 2024 (Sat) | Presentation Day and Award Presentation Ceremony |